

From: [Rochelle Zurnamer](#)
To: [Nerida O'Loughlin and Assistant](#); [Creina Chapman and Assistant](#); [DL - Cathy Rainsford & Assistants](#)
Cc: ["Kelly Mudford"](#)
Subject: FOR INFO_ DIGI media release on transparency reports [SEC=OFFICIAL]
Date: Friday, 27 May 2022 4:53:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[DIGI Media release 30.05.22_2021 transparency reports .pdf](#)
[~WRD0003.jpg](#)

Dear Nerida, Creina and Cath
FYI, See attached and below.
Kind regards,
Rochelle

From: Sunita Bose <[REDACTED]>
Sent: Friday, 27 May 2022 4:48 PM
To: Rochelle Zurnamer <[REDACTED]>
Cc: Jenny Duxbury <[REDACTED]>; DL - Rochelle Zurnamer & Assistant <[REDACTED]>; Tom Barkl <[REDACTED]>; Trent Fuller <[REDACTED]>; Tom Barkl <[REDACTED]>
Subject: Re: Quick status update [SEC=OFFICIAL]

Hi Rochelle,

Thank you so much for providing this information, it is much appreciated. I can now confirm that we will release all of the reports on Monday morning at which time we will issue the attached media release, which I share with the ACMA confidentially. We will also proactively email stakeholders who have been interested in the code, and will include you on the recipient list.

Do let me know if you have any questions, and we look forward to reconnecting next week on the next stage of our plans.

Best regards,
Sunita



Sunita Bose
Managing Director, Digital Industry Group Inc. (DIGI)
[REDACTED] | www.digi.org.au

On Fri, 27 May 2022 at 16:32, Rochelle Zurnamer <[REDACTED]> wrote:

Hi Sunita,

Thanks for getting in touch with an update on the release of the transparency reports are still on track. Some of the signatories have been in touch regarding their reports – we are looking forward to reviewing them.

At this stage, the ACMA aren't proposing to undertake any proactive communications on the release. However we anticipate we may get some media queries. If asked (and, subject, to the exact questions) our comments will include the following:

- *These transparency reports are important.*
- *They demonstrate the measures that signatories to the voluntary Code have taken to address disinformation and misinformation on their services over the past 12 months.*
- *The ACMA had concerns with the first round of reports. We expect this second round to have benefitted from factchecking by an independent reviewer appointed by DIGI.*
- *We will be closely reviewing the reports.*

When you are able, it would be appreciated if you can confirm the timing of the release and share any of your media materials with us.

Look forward to touching base next week on your report and the upcoming review.

Kind regards
Rochelle

Rochelle Zuramer

Executive Manager
Content Safeguards Branch

Australian Communications and Media Authority



acma.gov.au

Executive Assistant: Patricia Birrane



The ACMA acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, culture and community. We pay our respects to Elders past, present and future.

From: Sunita Bose <[REDACTED]>
Sent: Thursday, 26 May 2022 10:19 AM
To: Rochelle Zurnamer <[REDACTED]>
Cc: Jenny Duxbury <[REDACTED]>; DL - Rochelle Zurnamer & Assistant <[REDACTED]>; Trent Fuller <[REDACTED]>; Tom Barkl <[REDACTED]>
Subject: Re: Quick status update [SEC=OFFICIAL]

Dear Rochelle,

I wanted to confirm that the plan that I outlined last week for both the launch of the transparency reports and the code review is still our intention, after having now met with signatories. We are still determining whether the transparency reports will be published on Sunday or Monday. If there is any communications planned by the ACMA, it would be good to closely coordinate.

I've heard that some signatories will be briefing you on their transparency reports, which we have encouraged.

We intend to reconnect with you next week about DIGI's annual report, and a discussion paper we have prepared in relation to the code review.

If it would be helpful to discuss any of the above, please do not hesitate to call me today or tomorrow.

Best regards,
Sunita



Sunita Bose
Managing Director, Digital Industry Group Inc. (DIGI)
[REDACTED] | www.digi.org.au

On Fri, 20 May 2022 at 13:45, Rochelle Zurnamer <[REDACTED]> wrote:

Hi Sunita
Many thanks for coming back to us on this. All noted – we look forward any further updates after you have had the Signatory Steering Group meeting next week.

Kind regards,
Rochelle

Rochelle Zurnamer
Executive Manager
Content Safeguards Branch

Australian Communications and Media Authority

[Redacted]

acma.gov.au

Executive Assistant: Patricia Birrane

[Redacted]



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From: Sunita Bose <[Redacted]>
Sent: Thursday, 19 May 2022 2:33 PM
To: Rochelle Zurnamer <[Redacted]>
Cc: Jenny Duxbury <[Redacted]>; DL - Rochelle Zurnamer & Assistant <[Redacted]>;
[Redacted]; Trent Fuller <[Redacted]>;
Tom Barkl <[Redacted]>
Subject: Re: Quick status update [SEC=OFFICIAL]

Hi Rochelle,

Great to hear from you and happy to provide a status update. Our intention at this point is to publish the transparency reports on Sunday May 29, however we have a Signatory Steering Group meeting next week to determine whether the timing will still be appropriate post-election. We actually intended to provide you with a status update next week once there is complete clarity.

This is because we want to ensure that the transparency reports receive due public attention, so for that reason also DIGI intends to decouple the launch of the annual review and annual report by at least a week such that it commences in early June; however this too is subject to the discussion by the Signatory Steering Group next week, and we again plan to provide you with confirmation next week.

Best regards,
Sunita



Sunita Bose

Managing Director, Digital Industry Group Inc. (DIGI)

[Redacted] | www.digi.org.au

On Wed, 18 May 2022 at 18:01, Rochelle Zurnamer <[REDACTED]> wrote:

Dear Sunita and Jenny,

I hope you are both well. I'm hoping we can get a status update on the release of the disinformation code transparency reports. Following on from our meeting back in April, I understand these are scheduled to be published on 29 May, 1 week after the election. Are you able to confirm this is still as planned, and whether these will be published in tandem with the commencement of the code review and the release of the DIGI admin annual report?

Kind regards,
Rochelle,

Rochelle Zurnamer

Executive Manager
Content Safeguards Branch

Australian Communications and Media Authority

[REDACTED]

acma.gov.au

Executive Assistant: Patricia Birrane

[REDACTED]



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